

Table 1. U.S. Manufacturing Shipments¹ - Total and E-commerce Value: 2004 and 2003

[Estimates are based on data from the 2004 Annual Survey of Manufactures. Value of Shipments estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 1A.]

NAICS Code	Description	Value of Shipments				Y/Y Percent Change		E-commerce as Percent of Total Shipments		Percent Distribution of E-commerce Shipments	
		2004		2003		Total Shipments	E-commerce Shipments	2004	2003	2004	2003
		Total	E-commerce	Revised Total	E-commerce						
	Total Manufacturing	4,259,366	996,174	4,015,081	842,666	6.1	18.2	23.4	21.0	100.0	100.0
311	Food manufacturing	509,500	64,121	483,226	59,576	5.4	7.6	12.6	12.3	6.4	7.1
312	Beverage and tobacco product manufacturing	111,891	52,783	108,806	46,998	2.8	12.3	47.2	43.2	5.3	5.6
313	Textile mills	40,144	4,416	42,588	3,639	-5.7	21.4	11.0	8.5	0.5	0.4
314	Textile product mills	33,394	8,472	31,261	7,244	6.8	17.0	25.4	23.2	0.9	0.9
315	Apparel manufacturing	33,364	8,694	38,668	9,137	-13.7	4.8	26.1	23.6	0.9	1.1
316	Leather and allied product manufacturing	5,745	611	5,784	653	-0.7	-6.4	10.6	11.3	0.1	0.1
321	Wood product manufacturing	103,211	7,974	92,119	5,753	12.0	38.6	7.7	6.2	0.8	0.7
322	Paper manufacturing	154,208	19,631	151,094	18,683	2.1	5.1	12.7	12.4	2.0	2.2
323	Printing and related support activities	93,495	8,259	92,663	4,452	0.9	85.5	8.8	4.8	0.8	0.5
324	Petroleum and coal products manufacturing	312,940	77,527	247,316	51,586	26.5	50.3	24.8	20.9	7.8	6.1
325	Chemical manufacturing	527,930	102,967	486,563	85,186	8.5	20.9	19.5	17.5	10.3	10.1
326	Plastics and rubber products manufacturing	182,948	33,220	178,328	26,954	2.6	23.2	18.2	15.1	3.3	3.2
327	Nonmetallic mineral product manufacturing	102,040	10,850	96,923	8,631	5.3	25.7	10.6	8.9	1.1	1.0
331	Primary metal manufacturing	179,241	33,410	138,142	12,578	29.8	165.6	18.6	9.1	3.4	1.5
332	Fabricated metal product manufacturing	259,772	33,992	245,550	23,735	5.8	43.2	13.1	9.7	3.4	2.8
333	Machinery manufacturing	269,321	52,292	257,375	34,797	4.6	50.3	19.4	13.5	5.2	4.1
334	Computer and electronic product manufacturing	362,492	76,197	352,636	67,476	2.8	12.9	21.0	19.1	7.6	8.0
335	Electrical equipment, appliance, and components	103,892	25,177	100,140	23,722	3.7	6.1	24.2	23.7	2.5	2.8
336	Transportation equipment manufacturing	663,352	346,473	661,142	327,401	0.3	5.8	52.2	49.5	34.8	38.9
337	Furniture and related product manufacturing	78,099	11,264	75,423	9,983	3.5	12.8	14.4	13.2	1.1	1.2
339	Miscellaneous manufacturing	132,387	17,844	129,334	14,482	2.4	23.2	13.5	11.2	1.8	1.7

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/mestats.html.

¹Estimates include data only for businesses with paid employees and are subject to revision.

Source: U.S. Census Bureau, 2004 Annual Survey of Manufactures

Table 2.0. U.S. Merchant Wholesale Trade Sales¹, Including Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.]

Estimated measures of sampling variability for these estimates are provided in Table 2.0A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
42	Total Merchant Wholesale Trade Including MSBOs²	4,799,679	824,702	4,345,336	756,070	10.5	9.1	17.2	17.4	100.0
423	Durable goods	2,488,629	388,094	2,217,701	356,146	12.2	9.0	15.6	16.1	47.1
4231	Motor vehicles and automotive equipment	646,961	(D)	606,754	(D)	6.6	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	76,290	11,250	71,894	10,287	6.1	9.4	14.7	14.3	1.4
4233	Lumber and other construction material	153,323	6,930	127,683	6,208	20.1	11.6	4.5	4.9	0.8
4234	Professional and commercial equipment and supplies	454,888	62,589	421,660	55,296	7.9	13.2	13.8	13.1	7.6
42343	Computer equipment and supplies	257,018	35,649	239,345	32,374	7.4	10.1	13.9	13.5	4.3
4235	Metals and minerals, excluding petroleum	167,376	5,626	118,967	4,536	40.7	24.0	3.4	3.8	0.7
4236	Electrical goods	357,976	37,074	321,530	33,789	11.3	9.7	10.4	10.5	4.5
4237	Hardware, plumbing and heating equipment	93,167	13,181	85,497	11,757	9.0	12.1	14.1	13.8	1.6
4238	Machinery, equipment and supplies	343,641	27,741	304,043	23,588	13.0	17.6	8.1	7.8	3.4
4239	Miscellaneous durable goods	195,007	(D)	159,673	(D)	22.1	(D)	(D)	(D)	(D)
424	Nondurable goods	2,311,050	436,608	2,127,635	399,924	8.6	9.2	18.9	18.8	52.9
4241	Paper and paper products	127,191	12,534	116,230	11,439	9.4	9.6	9.9	9.8	1.5
4242	Drugs, drug proprietaries and druggists' sundries	464,161	246,028	426,650	223,238	8.8	10.2	53.0	52.3	29.8
4243	Apparel, piece goods, and notions	120,731	(D)	116,022	(D)	4.1	(D)	(D)	(D)	(D)
4244	Groceries and related products	552,146	77,791	541,809	72,759	1.9	6.9	14.1	13.4	9.4
4245	Farm-products raw materials	122,997	4,138	115,129	3,493	6.8	18.5	3.4	3.0	0.5
4246	Chemicals and allied products	132,922	(D)	120,552	(D)	10.3	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	449,830	20,144	378,612	20,150	18.8	0.0	4.5	5.3	2.4
4248	Beer, wine, and distilled beverages	95,213	(D)	90,738	(D)	4.9	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	245,859	35,608	221,893	33,992	10.8	4.8	14.5	15.3	4.3

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in higher level totals.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

¹ Estimates include data only for businesses with paid employees and are subject to revision.

² Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 2.1. U.S. Merchant Wholesale Trade Sales¹, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.

Estimated measures of sampling variability for these estimates are provided in Table 2.1A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
42	Total Merchant Wholesale Trade Excluding MSBOs²	3,296,520	451,574	2,962,284	410,123	11.3	10.1	13.7	13.8	100.0
423	Durable goods	1,654,621	198,597	1,448,944	179,080	14.2	10.9	12.0	12.4	44.0
4231	Motor vehicles and automotive equipment	277,765	74,832	257,317	67,354	7.9	11.1	26.9	26.2	16.6
4232	Furniture and home furnishings	58,298	7,340	54,758	6,883	6.5	6.6	12.6	12.6	1.6
4233	Lumber and other construction material	128,624	5,517	105,672	4,939	21.7	11.7	4.3	4.7	1.2
4234	Professional and commercial equipment and supplies	296,276	43,669	272,609	38,982	8.7	12.0	14.7	14.3	9.7
42343	Computer equipment and supplies	157,547	23,246	144,319	20,907	9.2	11.2	14.8	14.5	5.1
4235	Metals and minerals, excluding petroleum	121,160	(S)	81,393	(S)	48.9	(S)	(S)	(S)	(S)
4236	Electrical goods	253,761	23,699	227,129	22,516	11.7	5.3	9.3	9.9	5.2
4237	Hardware, plumbing and heating equipment	77,524	9,993	71,235	9,165	8.8	9.0	12.9	12.9	2.2
4238	Machinery, equipment and supplies	260,190	13,418	230,838	10,785	12.7	24.4	5.2	4.7	3.0
4239	Miscellaneous durable goods	181,023	18,767	147,993	17,252	22.3	8.8	10.4	11.7	4.2
424	Nondurable goods	1,641,899	252,977	1,513,340	231,043	8.5	9.5	15.4	15.3	56.0
4241	Paper and paper products	81,584	6,474	73,895	5,836	10.4	10.9	7.9	7.9	1.4
4242	Drugs, drug proprietaries and druggists' sundries	296,556	155,170	273,546	140,480	8.4	10.5	52.3	51.4	34.4
4243	Apparel, piece goods, and notions	108,432	23,092	104,392	21,758	3.9	6.1	21.3	20.8	5.1
4244	Groceries and related products	409,743	38,582	405,322	34,932	1.1	10.4	9.4	8.6	8.5
4245	Farm-products raw materials	122,997	4,138	115,129	3,493	6.8	18.5	3.4	3.0	0.9
4246	Chemicals and allied products	76,369	(D)	69,736	(D)	9.5	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	274,942	10,496	225,707	11,449	21.8	-8.3	3.8	5.10	2.3
4248	Beer, wine, and distilled beverages	85,607	(D)	82,215	(D)	4.1	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	185,669	9,011	163,398	7,763	13.6	16.1	4.9	4.8	2.0

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in higher level totals.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

¹ Estimates include data only for businesses with paid employees and are subject to revision.

² Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 2.2. U.S. Manufacturers' Sales Branches and Offices Sales¹ - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.

Estimated measures of sampling variability for these estimates are provided in Table 2.2A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
42	Total Manufacturers' Sales Branches and Offices	1,503,159	373,128	1,383,052	345,947	8.7	7.9	24.8	25.0	100.0
423	Durable goods	834,008	189,497	768,757	177,066	8.5	7.0	22.7	23.0	50.8
4231	Motor vehicles and automotive equipment	369,196	(D)	349,437	(D)	5.7	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	17,992	3,910	17,136	3,404	5.0	14.9	21.7	19.9	1.0
4233	Lumber and other construction material	24,699	1,413	22,011	1,269	12.2	11.3	5.7	5.8	0.4
4234	Professional and commercial equipment and supplies	158,612	18,920	149,051	16,314	6.4	16.0	11.9	10.9	5.1
42343	Computer equipment and supplies	99,471	12,403	95,026	11,467	4.7	8.2	12.5	12.1	3.3
4235	Metals and minerals, excluding petroleum	46,216	4,264	37,574	3,332	23.0	28.0	9.2	8.9	1.1
4236	Electrical goods	104,215	13,375	94,401	11,273	10.4	18.6	12.8	11.9	3.6
4237	Hardware, plumbing and heating equipment	15,643	3,188	14,262	2,592	9.7	23.0	20.4	18.2	0.9
4238	Machinery, equipment and supplies	83,451	14,323	73,205	12,803	14.0	11.9	17.2	17.5	3.8
4239	Miscellaneous durable goods	(S)	(D)	(S)	(D)	(S)	(D)	(D)	(D)	(D)
424	Nondurable goods	669,151	183,631	614,295	168,881	8.9	8.7	27.4	27.5	49.2
4241	Paper and paper products	45,607	6,060	42,335	5,603	7.7	8.2	13.3	13.2	1.6
4242	Drugs, drug proprietaries and druggists' sundries	167,605	90,858	153,104	82,758	9.5	9.8	54.2	54.1	24.4
4243	Apparel, piece goods, and notions	12,299	(D)	11,630	(D)	5.8	(D)	(D)	(D)	(D)
4244	Groceries and related products	142,403	39,209	136,487	37,827	4.3	3.7	27.5	27.7	10.5
4246	Chemicals and allied products	56,553	9,860	50,816	6,576	11.3	49.9	17.4	12.9	2.6
4247	Petroleum and petroleum products	174,888	9,648	152,905	8,701	14.4	10.9	5.5	5.7	2.6
4248	Beer, wine, and distilled beverages	9,606	(D)	8,523	(D)	12.7	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	60,190	26,597	58,495	26,229	2.9	1.4	44.2	44.8	7.1

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in broader industry totals.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

¹ Estimates include data only for businesses with paid employees and are subject to revision.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 3. U.S. Merchant Wholesale Trade Sales¹, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.

Estimated measures of sampling variability for these estimates are provided in Table 3A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		EDI as Percent of Total Sales		Percent Distribution of EDI Sales	EDI as Percent of E-commerce Sales	
		2004		2003		Total Sales	EDI Sales	2004	2003	2004	2004	2003
		Total	EDI	Revised Total	Revised EDI							
42	Total Merchant Wholesale Trade Excluding MSBOs²	3,296,520	382,065	2,962,284	347,119	11.3	10.1	11.6	11.7	100.0	84.6	84.6
423	Durable goods	1,654,621	172,083	1,448,944	154,245	14.2	11.6	10.4	10.6	45.0	86.6	86.1
4231	Motor vehicles and automotive equipment	277,765	73,200	257,317	65,859	7.9	11.1	26.4	25.6	19.2	97.8	97.8
4232	Furniture and home furnishings	58,298	5,573	54,758	5,205	6.5	7.1	9.6	9.5	1.5	75.9	75.6
4233	Lumber and other construction material	128,624	4,939	105,672	4,421	21.7	11.7	3.8	4.2	1.3	89.5	89.5
4234	Professional and commercial equipment and supplies	296,276	32,434	272,609	28,363	8.7	14.4	10.9	10.4	8.5	74.3	72.8
42343	Computer equipment and supplies	157,547	16,144	144,319	13,997	9.2	15.3	10.2	9.7	4.2	69.4	66.9
4235	Metals and minerals, excluding petroleum	121,160	(S)	81,393	(S)	48.9	(S)	(S)	(S)	(S)	(S)	(S)
4236	Electrical goods	253,761	18,992	227,129	17,968	11.7	5.7	7.5	7.9	5.0	80.1	79.8
4237	Hardware, plumbing and heating equipment	77,524	9,494	71,235	8,707	8.8	9.0	12.2	12.2	2.5	95.0	95.0
4238	Machinery, equipment and supplies	260,190	9,962	230,838	7,786	12.7	27.9	3.8	3.4	2.6	74.2	72.2
4239	Miscellaneous durable goods	181,023	16,380	147,993	14,930	22.3	9.7	9.0	10.1	4.3	87.3	86.5
424	Nondurable goods	1,641,899	209,982	1,513,340	192,874	8.5	8.9	12.8	12.7	55.0	83.0	83.5
4241	Paper and paper products	81,584	2,858	73,895	2,852	10.4	0.2	3.5	3.9	0.7	44.1	48.9
4242	Drugs, drug proprietaries and druggists' sundries	296,556	138,033	273,546	125,150	8.4	10.3	46.5	45.8	36.1	89.0	89.1
4243	Apparel, piece goods, and notions	108,432	21,021	104,392	20,194	3.9	4.1	19.4	19.3	5.5	91.0	92.8
4244	Groceries and related products	409,743	23,678	405,322	21,067	1.1	12.4	5.8	5.2	6.2	61.4	60.3
4245	Farm-products raw materials	122,997	3,969	115,129	3,323	6.8	19.4	3.2	2.9	1.0	95.9	95.1
4246	Chemicals and allied products	76,369	(D)	69,736	(D)	9.5	(S)	(S)	(S)	(S)	(S)	(S)
4247	Petroleum and petroleum products	274,942	10,278	225,707	11,273	21.8	-8.8	3.7	5.0	2.7	97.9	98.5
4248	Beer, wine, and distilled beverages	85,607	(D)	82,215	(D)	4.1	(S)	(S)	(S)	(S)	(S)	(S)
4249	Miscellaneous nondurable goods	185,669	6,080	163,398	5,397	13.6	12.7	3.3	3.3	1.6	67.5	69.5

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

(D) Estimate is withheld to avoid disclosing data of individual companies; these data are included in higher level totals.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

¹ Estimates include data only for businesses with paid employees and are subject to revision.

² Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 4. U.S. Selected Services Revenue¹ - Total and E-commerce: 2004 and 2003

[Except where indicated, estimates are based on data from the 2004 Service Annual Survey. Revenue estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 4A.]

NAICS Code	Description	Value of Revenue				Y/Y Percent Change		E-commerce as Percent of Total Revenue		Percent Distribution of E-commerce Revenue
		2004		2003		Total Revenue	E-commerce Revenue	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
	Total for Selected Service Industries	5,473,772	59,206	5,113,554	51,435	7.0	15.1	1.1	1.0	100.0
	Selected Transportation and Warehousing²	265,941	4,964	245,767	4,385	8.2	13.2	1.9	1.8	8.4
484	Truck transportation	185,944	4,027	168,487	3,264	10.4	23.4	2.2	1.9	6.8
492	Couriers and messengers	62,246	764	59,825	1,006	4.0	-24.1	1.2	1.7	1.3
493	Warehousing and storage	17,751	(S)	17,455	(S)	1.7	(S)	(S)	(S)	(S)
51	Information	955,084	15,131	908,209	13,483	5.2	12.2	1.6	1.5	25.6
511	Publishing industries	260,348	6,355	247,635	6,533	5.1	-2.7	2.4	2.6	10.7
513	Broadcasting and telecommunications	512,896	2,378	492,997	2,461	4.0	-3.4	0.5	0.5	4.0
51419	Online information services	32,390	4,393	27,628	2,763	17.2	59.0	13.6	10.0	7.4
	Selected Finance³	349,166	6,963	311,525	6,015	12.1	15.8	2.0	1.9	11.8
5231	Securities and commodity contracts intermediation and brokerage	250,080	6,871	225,299	5,934	11.0	15.8	2.7	2.6	11.6
532	Rental and Leasing Services	102,756	(S)	96,387	(S)	6.6	(S)	(S)	(S)	(S)
	Selected Professional, Scientific, and Technical Services⁴	965,669	9,569	900,759	8,281	7.2	15.6	1.0	0.9	16.2
5415	Computer systems design and related services	173,171	4,834	171,394	5,522	1.0	-12.5	2.8	3.2	8.2
	Selected Administrative and Support and Waste Management and Remediation Services⁵	443,507	10,385	414,606	10,168	7.0	2.1	2.3	2.5	17.5
5615	Travel arrangement and reservation services	28,199	6,268	26,593	5,965	6.0	5.1	22.2	22.4	10.6
62	Health Care and Social Assistance Services	1,383,439	(S)	1,289,368	(S)	7.3	(S)	(S)	(S)	(S)
71	Arts, Entertainment, and Recreation Services	158,545	(S)	149,346	(S)	6.2	(S)	(S)	(S)	(S)
72	Accommodation and Food Services⁶	517,495	(S)	484,174	(S)	6.9	(S)	(S)	(S)	(S)
	Selected Other Services⁷	332,170	2,279	313,413	1,860	6.0	22.5	0.7	0.6	3.8
811	Repair and maintenance	127,823	226	123,079	232	3.8	-2.6	0.2	0.2	0.4
813	Religious, grantmaking, civic, professional, and similar organizations	129,866	1,526	118,281	1,304	9.8	17.1	1.2	1.1	2.6

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/sestata.html.

¹ Estimates are subject to revision and include data only for businesses with paid employees except for Accommodation and Food Services, which also includes businesses without paid employees.

² Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 486 (pipeline transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation), and 491 (postal service).

³ Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities), and 525 (funds, trusts, and other financial vehicles).

⁴ Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services).

⁵ Excludes NAICS 56173 (landscaping services).

⁶ Estimates are based on data from the 2004 Annual Retail Trade Survey.

⁷ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations), and 814 (private households).

Table 5. U.S. Retail Trade Sales¹ - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 5A.]

NAICS Code	Description	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		2004		2003		Total Sales	E-commerce Sales	2004	2003	2004
		Total	E-commerce	Revised Total	Revised E-commerce					
	Total Retail Trade	3,477,308	70,906	3,265,477	56,644	6.5	25.2	2.0	1.7	100.0
441	Motor vehicles and parts dealers	864,848	11,450	841,215	9,324	2.8	22.8	1.3	1.1	16.1
442	Furniture and home furnishings stores	105,477	(S)	97,528	(S)	8.2	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	94,989	1,097	86,957	737	9.2	48.8	1.2	0.8	1.5
444	Building materials and garden equipment and supplies stores	298,935	269	265,052	248	12.8	8.5	0.1	0.1	0.4
445	Food and beverage stores	495,717	(S)	477,130	(S)	3.9	(S)	(S)	(S)	(S)
446	Health and personal care stores	198,588	(S)	192,224	(S)	3.3	(S)	(S)	(S)	(S)
447	Gasoline stations	320,793	(S)	273,566	(S)	17.3	(S)	(S)	(S)	(S)
448	Clothing and clothing accessories stores	190,204	820	178,778	670	6.4	22.4	0.4	0.4	1.2
451	Sporting goods, hobby, book, and music stores	80,211	1,363	77,335	817	3.7	66.8	1.7	1.1	1.9
452	General merchandise stores	497,231	(S)	468,734	(S)	6.1	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	105,616	1,249	103,056	894	2.5	39.7	1.2	0.9	1.8
454	Nonstore retailers	224,699	53,630	203,902	43,166	10.2	24.2	23.9	21.2	75.6
454110	Electronic shopping and mail-order houses	147,123	52,217	131,171	42,022	12.2	24.3	35.5	32.0	73.6

(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

¹ Estimates include data for businesses with or without paid employees and are subject to revision.

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line¹: 2004 and 2003

[Estimates are based on data from the 2004 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently merchandise line estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.]

Merchandise Lines	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	2004		2003					Total Sales	E-commerce Sales
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2004	2004	2004
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	147,123	52,217	131,171	42,022	12.2	24.3	35.5	100.0	100.0
Books and magazines	4,457	2,466	4,106	2,143	8.5	15.1	55.3	3.0	4.7
Clothing and clothing accessories (includes footwear)	16,364	7,152	15,064	5,571	8.6	28.4	43.7	11.1	13.7
Computer hardware	26,854	9,410	23,423	7,566	14.6	24.4	35.0	18.3	18.0
Computer software	4,332	1,515	3,878	1,239	11.7	22.3	35.0	2.9	2.9
Drugs, health aids, and beauty aids	31,663	2,266	27,250	1,877	16.2	20.7	7.2	21.5	4.3
Electronics and appliances	7,857	4,653	6,274	3,309	25.2	40.6	59.2	5.3	8.9
Food, beer, and wine	2,549	1,114	2,199	879	15.9	26.7	43.7	1.7	2.1
Furniture and home furnishings	8,752	4,289	8,251	3,431	6.1	25.0	49.0	5.9	8.2
Music and videos	3,901	1,960	3,730	1,727	4.6	13.5	50.2	2.7	3.8
Office equipment and supplies	7,634	4,084	7,001	3,488	9.0	17.1	53.5	5.2	7.8
Sporting goods	2,914	1,415	2,615	1,149	11.4	23.2	48.6	2.0	2.7
Toys, hobby goods, and games	3,889	1,753	3,870	1,606	0.5	9.2	45.1	2.6	3.4
Other merchandise ²	19,170	6,572	17,659	5,245	8.6	25.3	34.3	13.0	12.6
Nonmerchandise receipts ³	6,783	3,568	5,851	2,792	15.9	27.8	52.6	4.6	6.8

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

¹ Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey, and are subject to revision.

² Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.

³ Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey

Table 7. Summary of U.S. Shipments, Sales, Revenues, and E-commerce: 2000-2004

[Estimates are based on data from the 2004 Annual Survey of Manufactures, 2004 Annual Trade Survey, 2004 Service Annual Survey, and 2004 Annual Retail Trade Survey. Shipments, sales, and revenues are shown in millions of dollars.]

Item		Value of -				
		Manufacturing Shipments ¹	Merchant Wholesale Trade Sales ¹		Retail Trade Sales ³	Selected Services Revenues ⁴
			Excluding MSBOs ²	Including MSBOs ²		
2004	Total	4,259,366	3,296,520	4,799,679	3,477,308	5,473,772
	E-commerce	996,174	451,574	824,702	70,906	59,206
	Percent of Total	23.4	13.7	17.2	2.0	1.1
2003	Total	4,015,081	2,962,284	4,345,336	3,265,477	5,113,554
	E-commerce	842,666	410,123	756,070	56,644	51,435
	Percent of Total	21.0	13.8	17.4	1.7	1.0
2002	Total	3,920,632	2,835,528	4,141,597	3,134,322	4,900,664
	E-commerce	751,985	355,010	683,926	45,001	42,406
	Percent of Total	19.2	12.5	16.5	1.4	0.9
2001	Total	3,970,500	2,785,152	NA	3,067,725	4,738,744
	E-commerce	724,228	315,701	NA	34,517	36,058
	Percent of Total	18.2	11.3	NA	1.1	0.8
2000	Total	4,208,582	2,814,554	NA	2,988,756	4,710,591
	E-commerce	755,807	271,578	NA	27,765	36,887
	Percent of Total	18.0	9.6	NA	0.9	0.8

NA Not applicable.

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, sample design, and definitions, visit <http://www.census.gov/eos/www/sm.html>

¹Estimates include data only for businesses with paid employees.

²Manufacturers' Sales Branches and Offices

³Estimates include data for businesses with or without paid employees.

⁴Estimates include data for businesses with paid employees except for Accommodation and Food Services, which also includes businesses without paid employees.

Source: U.S. Census Bureau, 2004 Annual Survey of Manufactures, 2004 Annual Trade Survey, 2004 Service Annual Survey, and 2004 Annual Retail Trade Survey

Table 1A. Measures of Sampling Variability - U.S. Manufacturing Shipments - Total and E-commerce Value: 2004 and 2003

[Estimates are based on data from the 2004 Annual Survey of Manufactures, are shown as percents, and are associated with the estimates in Table 1.]

NAICS Code	Description	Coefficient of Variation for Value of Shipments				Standard Error for Estimate of:		
		2004		2003		E-commerce as Percent of Total Shipments		Percent Distribution of E-commerce Shipments
		Total	E-commerce	Revised Total	E-commerce	2004	2003	2004
			Total Manufacturing	0.1	0.2	0.2	0.9	0.1
311	Food manufacturing	0.3	0.8	1.0	1.2	0.1	0.2	0.1
312	Beverage and tobacco product manufacturing	0.4	0.4	0.8	1.1	0.4	0.5	(Z)
313	Textile mills	0.7	2.3	0.5	1.9	0.3	0.3	(Z)
314	Textile product mills	0.9	1.5	0.7	1.8	0.5	0.7	(Z)
315	Apparel manufacturing	0.7	1.7	0.7	6.4	0.5	1.3	(Z)
316	Leather and allied product manufacturing	0.8	3.1	1.3	8.4	0.3	1.0	(Z)
321	Wood product manufacturing	0.5	2.5	0.6	3.0	0.2	0.2	(Z)
322	Paper manufacturing	0.3	1.1	0.3	1.1	0.1	0.2	(Z)
323	Printing and related support activities	0.6	3.1	0.6	3.6	0.3	0.2	(Z)
324	Petroleum and coal products manufacturing	0.5	1.3	0.2	0.2	0.2	0.3	0.1
325	Chemical manufacturing	0.2	0.7	0.5	7.8	0.1	1.1	0.1
326	Plastics and rubber products manufacturing	0.8	3.8	0.4	3.2	0.6	0.5	0.1
327	Nonmetallic mineral product manufacturing	0.6	2.9	0.6	3.0	0.3	0.3	(Z)
331	Primary metal manufacturing	0.8	1.5	0.3	1.8	0.2	0.2	0.1
332	Fabricated metal product manufacturing	0.4	1.1	0.4	1.9	0.2	0.2	(Z)
333	Machinery manufacturing	0.3	0.8	0.3	1.3	0.2	0.2	0.1
334	Computer and electronic product manufacturing	1.1	0.7	0.5	0.9	0.3	0.2	0.1
335	Electrical equipment, appliance, and components	0.3	0.7	0.4	0.8	0.2	0.3	(Z)
336	Transportation equipment manufacturing	0.2	0.3	0.2	0.8	0.2	0.3	0.1
337	Furniture and related product manufacturing	0.5	1.0	0.4	2.3	0.2	0.3	(Z)
339	Miscellaneous manufacturing	0.5	1.3	0.6	3.5	0.2	0.4	(Z)

NA Not applicable.

(Z) Estimate is less than 0.05%.

Note: Standard errors for year to year change in total shipments and e-commerce shipments were not calculated. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/mestats.html.

Source: U.S. Census Bureau, 2004 Annual Survey of Manufactures

Table 2.0A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Including Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 2.0.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2004	2003	2004
42	Total Merchant Wholesale Trade Including MSBOs¹	0.5	1.0	0.4	1.0	0.3	0.4	0.2	0.1	NA
423	Durable goods	0.7	1.7	0.6	1.4	0.5	0.9	0.3	0.2	0.6
4231	Motor vehicles and automotive equipment	0.5	(D)	0.3	(D)	0.4	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	2.6	7.5	1.0	8.1	2.0	1.9	1.3	1.2	0.1
4233	Lumber and other construction material	2.7	11.2	2.4	11.9	1.7	1.5	0.5	0.5	0.1
4234	Professional and commercial equipment and supplies	1.7	4.5	1.2	3.6	1.2	1.6	0.6	0.5	0.3
42343	Computer equipment and supplies	2.5	7.3	1.6	6.1	1.3	1.7	1.1	0.9	0.3
4235	Metals and minerals, excluding petroleum	1.8	13.6	0.9	15.5	2.4	4.8	0.4	0.6	0.1
4236	Electrical goods	2.3	9.4	1.5	6.3	1.4	4.1	0.9	0.6	0.4
4237	Hardware, plumbing and heating equipment	1.3	5.6	0.7	5.5	1.3	0.8	0.7	0.6	0.1
4238	Machinery, equipment and supplies	1.9	5.1	0.9	7.4	1.4	5.3	0.4	0.6	0.2
4239	Miscellaneous durable goods	3.5	(D)	2.2	(D)	2.4	(D)	(D)	(D)	(D)
424	Nondurable goods	0.7	1.5	0.6	1.5	0.5	0.7	0.3	0.3	0.6
4241	Paper and paper products	2.3	3.8	1.1	3.7	1.4	1.8	0.5	0.4	0.1
4242	Drugs, drug proprietaries and druggists' sundries	1.4	2.2	1.0	2.4	0.8	0.6	1.1	1.1	0.6
4243	Apparel, piece goods, and notions	1.8	(D)	1.3	(D)	1.4	(D)	(D)	(D)	(D)
4244	Groceries and related products	2.0	4.6	1.8	4.9	1.1	0.9	0.7	0.6	0.4
4245	Farm-products raw materials	3.5	10.6	2.8	9.8	1.6	1.5	0.4	0.4	0.1
4246	Chemicals and allied products	2.7	(D)	0.9	(D)	3.2	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	1.6	2.4	0.9	2.7	1.2	1.0	0.1	0.1	0.1
4248	Beer, wine, and distilled beverages	1.7	(D)	1.0	(D)	1.5	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	3.1	4.2	2.3	3.7	1.7	1.0	0.7	0.6	0.2

NA Not applicable.

(S) Corresponding estimate in Table 2.0 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 2.0 is withheld to avoid disclosing data on individual companies; these data are included in higher level totals.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whstats.html.

¹ Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 2.1A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 2.1.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2004	2003	2004
42	Total Merchant Wholesale Trade Excluding MSBOs¹	0.7	2.0	0.5	1.7	0.5	0.6	0.3	0.2	NA
423	Durable goods	1.0	2.6	0.8	2.1	0.7	1.2	0.3	0.2	0.6
4231	Motor vehicles and automotive equipment	1.2	4.5	0.8	3.5	0.9	1.1	1.0	0.8	0.6
4232	Furniture and home furnishings	3.0	11.3	1.4	12.0	2.4	2.8	1.6	1.5	0.2
4233	Lumber and other construction material	3.2	14.3	2.9	15.2	2.2	1.7	0.6	0.7	0.1
4234	Professional and commercial equipment and supplies	2.3	5.9	1.9	4.5	1.4	2.2	0.8	0.7	0.5
42343	Computer equipment and supplies	3.2	11.1	1.9	9.5	2.0	2.4	1.5	1.3	0.5
4235	Metals and minerals, excluding petroleum	2.4	(S)	1.4	(S)	3.2	(S)	(S)	(S)	(S)
4236	Electrical goods	3.1	5.7	2.0	5.1	1.9	3.0	0.5	0.5	0.3
4237	Hardware, plumbing and heating equipment	1.6	8.2	0.9	7.8	1.5	0.9	0.8	0.8	0.1
4238	Machinery, equipment and supplies	1.6	8.9	1.0	7.9	1.1	4.4	0.4	0.4	0.2
4239	Miscellaneous durable goods	3.7	8.8	2.4	5.7	2.7	6.3	1.0	0.8	0.4
424	Nondurable goods	0.9	2.1	0.7	2.1	0.6	0.6	0.3	0.3	0.6
4241	Paper and paper products	3.6	5.8	1.7	5.8	2.1	3.4	0.6	0.5	0.1
4242	Drugs, drug proprietaries and druggists' sundries	1.9	3.1	1.5	3.4	1.0	0.9	1.5	1.4	1.0
4243	Apparel, piece goods, and notions	2.0	9.9	1.4	9.6	1.7	3.5	2.1	2.0	0.5
4244	Groceries and related products	1.7	10.1	1.4	10.5	1.5	2.3	1.0	0.9	0.9
4245	Farm-products raw materials	3.5	10.6	2.8	9.8	1.6	1.5	0.4	0.4	0.1
4246	Chemicals and allied products	2.5	(D)	1.4	(D)	1.9	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	2.6	5.2	1.4	5.0	1.9	1.7	0.2	0.2	0.1
4248	Beer, wine, and distilled beverages	1.9	(D)	1.1	(D)	1.7	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	4.1	12.8	3.2	11.5	2.2	3.1	0.6	0.5	0.3

NA Not applicable.

(S) Corresponding estimate in Table 2.1 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 2.1 is withheld to avoid disclosing data on individual companies; these data are included in higher level totals.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

¹ Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 2.2A. Measures of Sampling Variability - U.S. Manufacturers' Sales Branches and Offices - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 2.2.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		Total	E-commerce	Revised Total	Revised E-commerce	Total	E-commerce	2004	2003	2004
42	Total Merchant Wholesale Trade	0.5	1.6	0.4	1.4	0.3	0.7	0.4	0.3	NA
423	Durable goods	0.7	3.0	0.3	2.1	0.6	1.7	0.6	0.5	1.0
4231	Motor vehicles and automotive equipment	0.6	(D)	0.1	(D)	0.6	(D)	(D)	(D)	(D)
4232	Furniture and home furnishings	2.6	1.8	0.1	1.9	2.7	0.3	0.5	0.4	(Z)
4233	Lumber and other construction material	0.7	7.4	0.6	7.8	0.5	3.7	0.4	0.5	(Z)
4234	Professional and commercial equipment and supplies	1.7	4.0	0.3	4.0	1.8	0.3	0.4	0.4	0.2
42343	Computer equipment and supplies	3.2	4.1	3.3	4.1	0.3	0.0	0.6	0.6	0.1
4235	Metals and minerals, excluding petroleum	1.3	16.6	0.7	19.5	1.2	6.3	1.4	1.7	0.2
4236	Electrical goods	2.0	24.2	1.4	18.2	1.8	6.9	2.8	2.3	0.9
4237	Hardware, plumbing and heating equipment	0.7	3.7	0.3	3.6	0.6	0.8	0.7	0.7	(Z)
4238	Machinery, equipment and supplies	3.5	6.8	1.6	10.8	3.4	8.0	1.2	2.0	0.2
4239	Miscellaneous durable goods	(S)	(D)	(S)	(D)	(S)	(D)	(D)	(D)	(D)
424	Nondurable goods	0.9	2.2	0.9	1.7	0.5	1.5	0.5	0.4	1.0
4241	Paper and paper products	0.9	5.8	0.5	5.8	0.7	0.2	0.9	0.8	0.1
4242	Drugs, drug proprietaries and druggists' sundries	0.8	3.3	0.2	3.3	0.8	0.3	1.8	1.8	0.8
4243	Apparel, piece goods, and notions	4.6	(D)	3.0	(D)	3.4	(D)	(D)	(D)	(D)
4244	Groceries and related products	3.6	5.8	3.7	5.1	0.5	0.9	1.2	1.1	0.6
4246	Chemicals and allied products	5.7	26.9	0.5	12.7	6.2	42.1	2.7	1.7	0.7
4247	Petroleum and petroleum products	0.2	0.6	(Z)	1.0	0.2	0.7	(Z)	0.1	(Z)
4248	Beer, wine, and distilled beverages	0.1	(D)	(Z)	(D)	0.1	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	0.5	3.6	0.5	3.5	0.7	0.7	1.6	1.4	0.3

NA Not applicable.

(S) Corresponding estimate in Table 2.2 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 2.2 is withheld to avoid disclosing data of individual companies; these data are included in broader industry totals.

(Z) Estimate is less than 0.05%.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 3A. Measures of Sampling Variability - U.S. Merchant Wholesale Trade Sales, Excluding Manufacturers' Sales Branches and Offices - Total and EDI: 2004 and 2003

[Estimates are based on data from the 2004 Annual Trade Survey, are shown as percents, and are associated with the estimates in Table 3.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:						
		2004		2003		Y/Y Percent Change		EDI as Percent of Total Sales		Percent Distribution of EDI Sales	EDI as Percent of E-commerce Sales	
		Total	EDI	Revised Total	Revised EDI	Total Sales	EDI Sales	2004	2003	2004	2004	2003
42	Total Merchant Wholesale Trade Excluding MSBOs¹	0.7	2.1	0.5	1.8	0.5	0.6	0.2	0.2	NA	0.7	0.7
423	Durable goods	1.0	2.7	0.8	2.2	0.7	1.3	0.3	0.2	0.6	0.8	0.9
4231	Motor vehicles and automotive equipment	1.2	4.7	0.8	3.7	0.9	1.1	1.1	0.8	0.7	0.7	0.7
4232	Furniture and home furnishings	3.0	12.5	1.4	14.2	2.4	3.1	1.4	1.4	0.2	4.5	4.4
4233	Lumber and other construction material	3.2	15.3	2.9	16.5	2.2	2.1	0.5	0.6	0.2	4.0	4.0
4234	Professional and commercial equipment and supplies	2.3	7.1	1.9	5.7	1.4	2.1	0.8	0.6	0.5	1.8	2.0
42343	Computer equipment and supplies	3.2	12.8	1.9	9.6	2.0	3.1	1.2	0.9	0.5	1.9	1.6
4235	Metals and minerals, excluding petroleum	2.4	(S)	1.4	(S)	3.2	(S)	(S)	(S)	(S)	(S)	(S)
4236	Electrical goods	3.1	6.7	2.0	6.1	1.9	3.2	0.5	0.5	0.3	3.2	3.4
4237	Hardware, plumbing and heating equipment	1.6	8.2	0.9	8.0	1.5	0.8	0.8	0.7	0.2	0.5	0.8
4238	Machinery, equipment and supplies	1.6	12.3	1.0	11.5	1.1	5.2	0.5	0.4	0.3	4.0	3.8
4239	Miscellaneous durable goods	3.7	10.1	2.4	6.5	2.7	6.3	1.0	0.8	0.4	2.4	2.4
424	Nondurable goods	0.9	2.2	0.7	2.1	0.6	0.6	0.3	0.3	0.6	0.9	0.8
4241	Paper and paper products	3.6	5.1	1.7	6.5	2.1	3.9	0.2	0.2	(Z)	1.6	1.9
4242	Drugs, drug proprietaries and druggists' sundries	1.9	3.2	1.5	3.3	1.0	0.8	1.4	1.3	0.9	0.6	0.4
4243	Apparel, piece goods, and notions	2.0	10.8	1.4	10.6	1.7	3.1	2.0	2.0	0.6	2.3	2.1
4244	Groceries and related products	1.7	11.3	1.4	11.8	1.5	1.3	0.7	0.6	0.7	3.7	3.7
4245	Farm-products raw materials	3.5	11.1	2.8	10.2	1.6	0.6	0.4	0.4	0.1	0.7	1.1
4246	Chemicals and allied products	2.5	(D)	1.4	(D)	1.9	(D)	(D)	(D)	(D)	(D)	(D)
4247	Petroleum and petroleum products	2.6	5.1	1.4	5.1	1.9	1.3	0.1	0.2	0.1	1.2	0.7
4248	Beer, wine, and distilled beverages	1.9	(D)	1.1	(D)	1.7	(D)	(D)	(D)	(D)	(D)	(D)
4249	Miscellaneous nondurable goods	4.1	16.3	3.2	15.7	2.2	2.9	0.5	0.5	0.3	4.4	4.8

NA Not applicable.

(S) Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

(D) Corresponding estimate in Table 3 is withheld to avoid disclosing data of individual companies; these data are included in higher levels totals.

(Z) Estimate is less than 0.05%.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/whestats.html.

¹ Manufacturers' Sales Branches and Offices.

Source: U.S. Census Bureau, 2004 Annual Trade Survey

Table 4A. Measures of Sampling Variability - U.S. Selected Services Revenue - Total and E-commerce: 2004 and 2003

[Except where indicated, estimates are based on data from the 2004 Service Annual Survey. Estimates are shown as percents and are associated with the estimates in Table 4.]

NAICS Code	Description	Coefficient of Variation for Value of Revenue				Standard Error for Estimate of:				
		2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Revenue		Percent Distribution of E-commerce Revenue
		Total	E-commerce	Revised Total	Revised E-commerce	Total Revenue	E-commerce Revenue	2004	2003	2004
	Total for Selected Service Industries	0.3	2.6	0.2	3.9	0.3	2.0	(Z)	(Z)	NA
	Selected Transportation and Warehousing¹	0.9	6.6	0.7	5.3	0.8	6.8	0.1	0.1	0.6
484	Truck transportation	1.1	7.4	0.8	7.1	0.9	4.6	0.2	0.1	0.5
492	Couriers and messengers	1.2	11.9	1.5	7.9	1.5	11.1	0.2	0.1	0.2
493	Warehousing and storage	5.2	S	3.3	S	3.0	S	S	S	S
51	Information	0.3	3.4	0.3	4.0	0.3	2.4	0.1	0.1	0.9
511	Publishing industries	0.8	8.1	0.5	7.3	0.6	3.7	0.2	0.2	0.8
513	Broadcasting and telecommunications	0.5	1.6	0.3	1.6	0.3	0.3	(Z)	(Z)	0.1
51419	Online information services	1.5	3.8	1.4	7.7	0.7	8.9	0.5	0.7	0.3
	Selected Finance²	1.2	3.6	1.0	4.2	0.6	1.0	0.1	0.1	0.4
5231	Securities and commodity contracts intermediation and brokerage	1.1	3.6	1.1	4.2	0.4	1.0	0.1	0.1	0.4
532	Rental and Leasing Services	1.3	(S)	1.0	(S)	0.8	(S)	(S)	(S)	(S)
	Selected Professional, Scientific, and Technical Services³	1.3	14.8	1.0	20.4	1.0	9.0	0.2	0.2	1.7
5415	Computer systems design and related services	1.9	19.9	1.4	30.6	1.6	7.2	0.6	0.9	1.2
	Selected Administrative and Support and Waste Management and Remediation Services⁴	1.5	2.8	0.9	2.6	1.1	1.8	0.1	0.1	0.6
5615	Travel arrangement and reservation services	2.3	3.5	2.2	2.5	0.7	2.8	0.6	0.6	0.4
62	Health Care and Social Assistance Services	0.4	(S)	0.4	(S)	0.3	(S)	(S)	(S)	(S)
71	Arts, Entertainment, and Recreation Services	1.0	(S)	0.7	(S)	0.5	(S)	(S)	(S)	(S)
72	Accommodation and Food Services⁵	0.6	(S)	0.1	(S)	0.7	(S)	(S)	(S)	(S)
	Selected Other Services⁶	1.2	5.5	1.0	7.7	0.6	5.5	(Z)	(Z)	0.2
811	Repair and maintenance	2.5	13.0	2.3	18.8	1.3	8.8	(Z)	(Z)	0.1
813	Religious, grantmaking, civic, professional, and similar organizations	1.3	7.4	1.2	9.4	0.7	7.2	0.1	0.1	0.2

NA Not applicable.

(S) Corresponding estimate in Table 4 does not meet publication standards because of high sampling variability or poor response quality.

(Z) Estimate is less than 0.05%.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/sestats.html.

¹ Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 486 (pipeline transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation), and 491 (postal service).

² Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities), and 525 (funds, trusts, and other financial vehicles).

³ Excludes NAICS 54112 (offices of notaries) and 54132 (landscape architectural services).

⁴ Excludes NAICS 56173 (landscaping services).

⁵ Estimates are based on data from the 2004 Annual Retail Trade Survey.

⁶ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations), and 814 (private households).

Source: U.S. Census Bureau, 2004 Service Annual Survey

Table 5A. Measures of Sampling Variability - U.S. Retail Trade Sales - Total and E-commerce: 2004 and 2003

[Estimates are based on data from the 2004 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 5.]

NAICS Code	Description	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:				
		2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Sales		Percent Distribution of E-commerce Sales
		Total	E-commerce	Revised Total	Revised E-commerce			2004	2003	2004
						Total Sales	E-commerce Sales			
	Total Retail Trade	0.4	2.1	0.1	2.1	0.3	1.8	(Z)	(Z)	NA
441	Motor vehicles and parts dealers	0.9	4.7	0.5	4.3	0.8	3.3	0.1	(Z)	0.6
442	Furniture and home furnishings stores	0.8	(S)	0.8	(S)	1.0	(S)	(S)	(S)	(S)
443	Electronics and appliance stores	0.9	26.1	0.7	27.6	0.6	11.2	0.3	0.2	0.4
444	Building materials and garden equipment and supplies stores	0.6	23.9	0.5	23.7	0.5	3.3	(Z)	(Z)	0.1
445	Food and beverage stores	0.5	(S)	0.3	(S)	0.3	(S)	(S)	(S)	(S)
446	Health and personal care stores	1.5	(S)	1.3	(S)	0.9	(S)	(S)	(S)	(S)
447	Gasoline stations	3.1	(S)	0.9	(S)	3.0	(S)	(S)	(S)	(S)
448	Clothing and clothing accessories stores	0.9	20.8	0.7	16.9	0.4	13.4	0.1	0.1	0.3
451	Sporting goods, hobby, book, and music stores	0.7	21.1	0.4	15.3	0.6	12.8	0.4	0.2	0.4
452	General merchandise stores	0.2	(S)	0.1	(S)	0.2	(S)	(S)	(S)	(S)
453	Miscellaneous store retailers	1.2	19.2	1.0	17.5	0.8	9.2	0.2	0.1	0.3
454	Nonstore retailers	0.9	2.2	0.6	2.5	0.6	1.8	0.5	0.5	0.9
454110	Electronic shopping and mail-order houses	1.1	1.9	0.8	2.1	0.8	1.8	0.6	0.6	1.1

NA Not applicable.

(S) Corresponding estimate in Table 5 does not meet publication standards because of high sampling variability or poor response quality.

(Z) Estimate is less than 0.05%.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey

Table 6A. Measures of Sampling Variability - U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 2004 and 2003

[Estimates are based on data from the 2004 Annual Retail Trade Survey, are shown as percents, and are associated with the estimates in Table 6.]

Merchandise Lines	Coefficient of Variation for Value of Sales				Standard Error for Estimate of:					
	2004		2003		Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution		
	Total	E-commerce	Revised Total	Revised E-commerce	Total Sales	E-commerce Sales	2004	Total Sales	E-commerce Sales	
							2004	2004	2004	
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	1.1	1.9	0.8	2.1	0.8	1.8	0.6	NA	NA	
Books and magazines	6.8	7.4	4.9	3.2	3.4	4.4	2.0	0.2	0.3	
Clothing and clothing accessories (includes footwear)	3.3	5.2	2.7	4.2	1.7	2.6	1.1	0.3	0.5	
Computer hardware	4.1	3.6	3.4	3.7	1.5	1.6	1.4	0.7	0.7	
Computer software	8.8	10.7	9.4	12.4	3.2	2.2	1.9	0.3	0.3	
Drugs, health aids, and beauty aids	3.7	15.5	3.6	14.1	1.7	17.4	0.9	0.8	0.7	
Electronics and appliances	4.7	3.7	4.4	4.2	1.6	2.4	1.7	0.3	0.3	
Food, beer, and wine	11.2	19.0	10.4	18.0	1.9	3.4	2.6	0.2	0.4	
Furniture and home furnishings	4.3	6.7	6.0	12.5	3.3	7.0	1.9	0.3	0.5	
Music and videos	3.0	5.9	2.8	4.1	0.8	5.2	2.4	0.1	0.3	
Office equipment and supplies	2.1	1.1	2.4	1.8	1.2	1.3	0.9	0.1	0.2	
Sporting goods	13.5	14.2	15.1	14.6	2.3	14.8	5.7	0.3	0.4	
Toys, hobby goods, and games	7.0	7.9	6.4	6.9	2.2	3.4	1.9	0.2	0.2	
Other merchandise ¹	5.3	8.5	4.0	7.4	2.0	4.0	1.5	0.6	0.9	
Nonmerchandise receipts ²	1.8	1.3	2.0	1.8	1.2	1.9	1.0	0.1	0.1	

NA Not applicable.

Note: For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

¹ Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.

² Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2004 Annual Retail Trade Survey